

Message Text

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PAGE 01 COPENH 03620 021257Z
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 ICA-20 /041 W
-----049571 021259Z /45

P R 021136Z JUN 78
FM AMEMBASSY COPENHAGEN
TO SECSTATE WASHDC PRIORITY 6625
INFO AMEMBASSY BONN
AMEMBASSY STOCKHOLM
AMCONSUL MILAN

UNCLAS COPENHAGEN 3620

EO 11652: N/A
TAGS: BEXP, DA
SUBJ: FY-80 PROMOTION EVENT SCHEDULE

REF: STATE 128692

1. THE EURO-COMM 78 SHOW WAS VERY SMALL WITH A TOTAL OF 64 FIRMS REPRESENTED AMONG A TOTAL OF 24 EXHIBITORS. TOTAL ATTENDANCE WAS ESTIMATED AT 2000. BELLA CENTER WILL PROVIDE BREAKDOWN ON NATIONALITY OF VISITORS IN APPROXIMATELY ONE MONTH. CENTER DOES NOT COMPILE SALES DATA OR PROJECTIONS. ATTENDANCE AT EACH OF FIVE SEMINARS WAS APPROXIMATELY 200.

2. EMPHASIS OF SHOW WAS ON 1) STAND OF THE DANISH PTT AND TELEPHONE CAAMPANIES, WHICH DEMONSTRATED NEW TELEPHONE AND DATA COMMUNICATIONS EQUIPMENT TO BE INTRODUCED IN DENMARK/SCANDINAVIA OVER THE NEXT DECADE, AND 2) AUDIOVISUAL PROFESSIONAL EQUIPMENT FOR T.V. STATIONS AND PROFESSIONAL T.V. STUDIOS.

3. EMBOFFS CONFERRED WITH TWO AMERICANS PRESENT WHO INDICATED THAT ALTHOUGH SHOW WAS SMALL AS FAR AS PHYSICAL LAY-OUT AND NUMBER OF VISITORS WERE CON-
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CERNED. THEY WERE NEVERTHELESS SATISFIED WITH THE HIGH QUALITY OF VISITORS. THEY INDICATED THEY PLAN TO PARTICIPATE IN NEXT SHOW.

4. LARRY FINLEY, EXECUTIVE DIRECTOR OF INTERNATIONAL TAPE ASSOCIATION, INDICATED HIS ORGANIZATION MAY HAVE MAJOR ROLE IN ORGANIZING EURO-COMM 80 AND WITH THIS

IN VIEW HE HAS HAD EXTENSIVE DISCUSSIONS WITH VARIOUS
DANISH OFFICIALS HERE. HE STATED THAT WITH PROPER
ORGANIZATION THE EURO-COMM 80 WOULD BE MAJOR SHOW
WITH EXTENSIVE INTERNATIONAL PARTICIPATION AND AT-
TENDANCE. MR. FINLEY WILL BE RETURNING TO HIS NEW YORK
OFFICE ON WEDNESDAY, JUNE 7. WE WOULD LIKE TO SUGGEST
THAT COMMERCE DISCUSS WITH HIM THE PROSPECTS FOR
EURO-COMM 80. HIS TELEPHONE NUMBER IS (212) 787-0910.
DEAN

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